

SUPPLEMENT TO CONTRACT FOR
ADVERTISING AUTHORIZED BY A CANDIDATE

CONTRACT NO. 263661

1. THE NAME OF THE CANDIDATE IS: Debbie Wasserman Schultz
2. THE CANDIDATE SEEKS ELECTION TO THE OFFICE OF US Congress in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.
3. THE NAME OF THE CANDIDATE'S AUTHORIZED COMMITTEE IS
Debbie Wasserman Schultz for Congress
4. THE TREASURER OF THE AUTHORIZED COMMITTEE IS
Lawrence Wasserman
5. THE CONTACT PERSON FOR THE PURCHASER IS:
Jane Katoowitz
Name
1322 G. Street, SE Wash DC 20003
Address
202 675 6936
Phone Number
6. THE TOP OFFICERS* OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER
ARE:
Lawrence Wasserman Treas

* The Treasurer is often the only top officer of a Candidate Committee.



WPLG

ORDER

Flight Dates 11/03/12-11/06/12

Contract / Revision 263661 /

Original Date / Revision
11/02/12 11/02/12

Advertiser POL/Wasserman SC/D/CON/

Agency Mundy Katowitz Media

Buying Contact

1322 G. Street, SE
Washington, DC 20003

Product
SCHULTZ FOR CONGRESS

Agency Com 15%

Billing Contact
1322 G. Street, SE
Washington, DC 20003

Sales Office DC
Sales Region NAT
Agency Ref

Order Sep 00:15:00

Estimate #

Alt Order # 06403138

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Candidate

Priority P-2

Advertiser Ref

Primary Account Executive
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share 24% Market Value 62916

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	3%	1887
WFOR	27%	16987
WPXM	%	0
WSVN	33%	20762
WTVJ	13%	8179

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	11	\$12,835.00	\$15,100.00	0.00	10/29/12	11/06/12	11	\$12,835.00	\$15,100.00
Totals	11	\$12,835.00	\$15,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WPLG	11/03/12	11/03/12	College FB Sat Prime 8p	CM	8-11:30P	-----1-	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
				College FB Sat Prime 8p											
E 2	WPLG	11/05/12	11/06/12	M-F 6a LCL News	CM	6-7am	MT-----	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
				LCL 10 News @ 6am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$750.00		0.00			
E 3	WPLG	11/05/12	11/05/12	M-F 7-9a GMA	CM	7-9am	4-----	:30	4	\$1,000.00	P-2	0.00	NM	4	\$4,000.00
				Good Morning America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	4-----		4				\$1,000.00		0.00			
E 4	WPLG	11/06/12	11/06/12	M-F 7-9a GMA	CM	7-9am	-3-----	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
				Good Morning America		(7:00 AM-9:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-3-----		3				\$1,000.00		0.00			
E 5	WPLG	11/05/12	11/05/12	M-F 9a Live/Kelly	CM	9-10a	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Live With Kelly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WPLG

Print Date: 11/02/12

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Contract / Revision **263661** Flight Dates **11/03/12-11/06/12** Hiatus Dates
Original Date / Revision 11/02/12/ 11/02/12 Order Sep 00:15:00
Advertiser **POL/Wasserman SC/D/CON** Product **SCHULTZ FOR CONGRESS** Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 5	WPLG	11/05/12	11/05/12	M-F 9a Live/Kelly Live With Kelly	CM	9-10a	1-----	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----	1		\$600.00		0.00					
													Totals	11 \$15,100.00